AZEEZ OWOKONIRAN

PRODUCT DEVELOPMENT SPECIALIST– APPAREL & MERCH DESIGNER
CREATIVE DIRECTOR

BROOKLYN, NY

AZEEZ OWOKONIRAN
AZEEZOWOKONIRAN@GMAIL.COM

AZEEZ OWOKONIRAN IS A NIGERIAN-BORN, CHICAGO-RAISED, AND NEW YORK-BASED CREATIVE DIRECTOR AND BRAND STRATEGIST WITH OVER 8 YEARS OF EXPERIENCE IN FASHION, MERCH, AND COLLECTIBLE APPAREL. HIS WORK MERGES TECHNICAL DEVELOPMENT, GRAPHIC STORYTELLING, AND GLOBAL SOURCING. BRIDGING CREATIVE DIRECTION WITH PRODUCT EXECUTION. AS THE FOUNDER OF DESIGN AGENCY AND APPAREL LABEL IGO, HE HAS LED PROJECTS ACROSS EVERY STAGE OF THE PRODUCT LIFECYCLE, WORKING WITH BRANDS LIKE NIKE, ADIDAS, UGG, ALPHA INDUSTRIES, AND LYRICAL LEMONADE. HIS RECENT RESIDENCY IN GUANGZHOU, CHINA, DEEPENED HIS EXPERTISE IN INTERNATIONAL MANUFACTURING AND SUPPLY CHAIN PARTNERSHIPS.

KNOWN FOR HIS ABILITY TO TRANSLATE CULTURAL INSIGHT INTO BRAND STRATEGY, AZEEZ BRINGS A PEOPLE-FIRST, EMOTIONALLY INTELLIGENT APPROACH TO CREATIVE LEADERSHIP. HE THRIVES AT THE INTERSECTION OF STRATEGY AND STORYTELLING. DEVELOPING PRODUCTS AND CAMPAIGNS THAT ARE BOTH COMMERCIALLY EFFECTIVE AND CULTURALLY RESONANT. WHETHER BUILDING TEAMS, SHAPING IDENTITY SYSTEMS, OR LEADING SEASONAL LAUNCHES, AZEEZ CONSISTENTLY DELIVERS WORK ROOTED IN AUTHENTICITY, CLARITY, AND INTENTIONALITY.

IGO IS A BROOKLYN-BASED FASHION LABEL AND DESIGN AGENCY FOUNDED IN CHICAGO IN 2022 BY AZEEZ OWOKONIRAN. SPECIALIZING IN TRANSLATING COMPLEX CREATIVE VISIONS INTO WEARABLE FORM, IGO OPERATES AT THE INTERSECTION OF FASHION INNOVATION, TECHNICAL DEVELOPMENT, AND GLOBAL CRAFT. WHETHER SUPPORTING EMERGING DESIGNERS OR COLLABORATING WITH ESTABLISHED CREATIVES, IGO HELPS BRING BOLD IDEAS TO LIFE. PRODUCING EVERYTHING FROM METAL HANDBAGS AND STEEL HEELS TO CUSTOM LEATHER SUITING, BALL GOWNS, AND COLLECTIBLE APPAREL PIECES.

WITH IN-HOUSE PATTERN MAKERS AND SEAMSTRESSES, AS WELL AS A GLOBAL NETWORK OF ARTISANS, FABRICATORS, AND SPECIALISTS ACROSS ASIA, EUROPE, AND AFRICA, IGO IS STRUCTURED TO EXECUTE ONE-OF-ONE GARMENTS AND LIMITED RUNS WITH TECHNICAL PRECISION AND CULTURAL DEPTH. THE STUDIO DRAWS ON AZEEZ'S EXTENSIVE EXPERIENCE IN PRODUCT DEVELOPMENT, SOURCING, AND CREATIVE DIRECTION, OFFERING HANDS-ON COLLABORATION AT EVERY STAGE, FROM SKETCH AND PROTOTYPING TO FULL-SCALE PRODUCTION. AT ITS CORE, IGO IS BUILT ON CREATIVE TRUST, STRATEGIC EXECUTION, AND A COMMITMENT TO CRAFTSMANSHIP WITHOUT COMPROMISE.

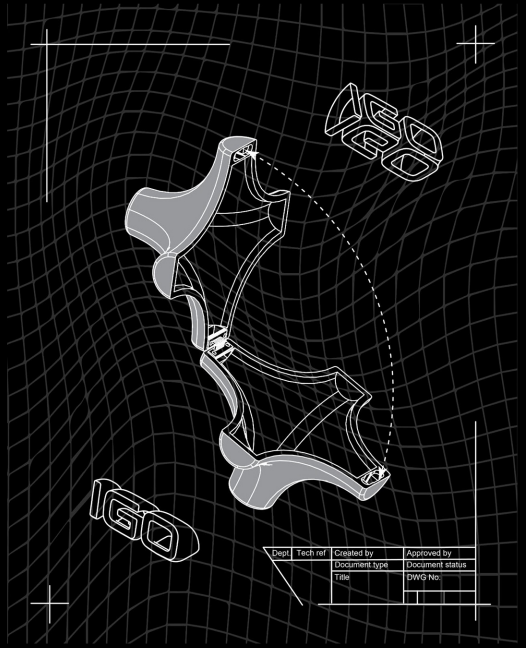
IGO COLLECTION 001 “SOLIDUS”/SS23 : SHOWCASING UNIQUE SILHOUETTES AND MATERIAL INNOVATION.
CREATIVE DIRECTION, PRODUCT DEVELOPMENT (SKETCH TO SAMPLE), MANUFACTURING OVERSIGHT, CAMPAIGN ART DIRECTION
BY AZEEZ OWOKONIRAN

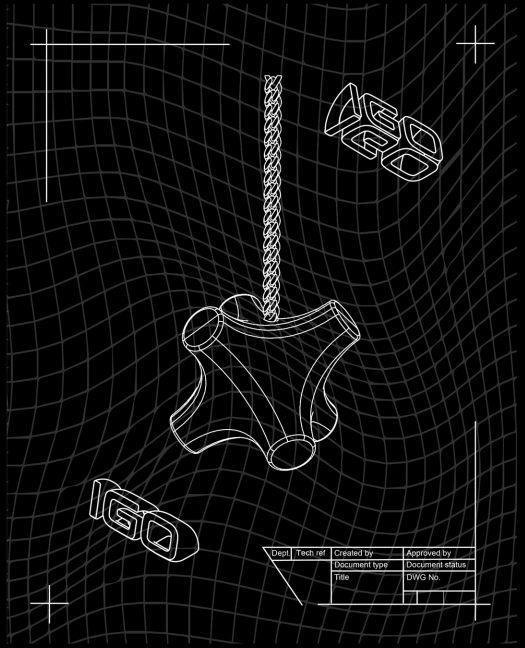
VISUAL COMMUNICATION

IGO - CENA SHORTS VIDEO CAMPAIGN
DIRECTED BY AZEEZ OWOKONIRAN

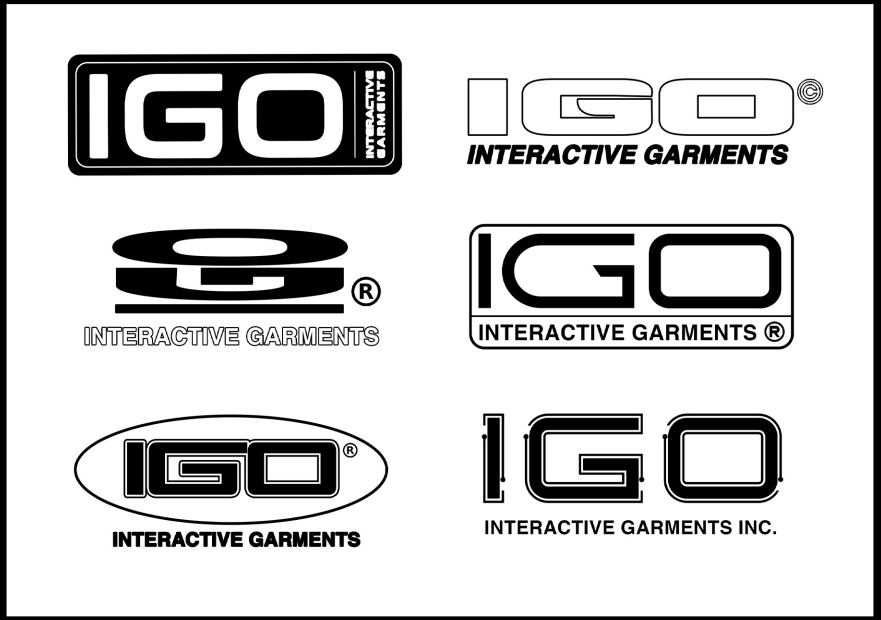
IGO - DENIM LOTUS JEANS VIDEO CAMPAIGN
DIRECTED BY AZEEZ OWOKONIRAN

RUSTBELT VIDEO CAMPAIGN
DIRECTED BY AZEEZ OWOKONIRAN

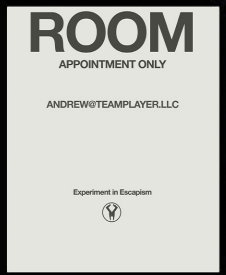


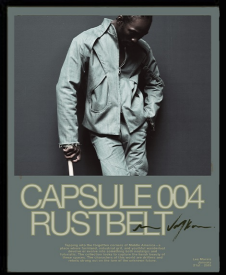


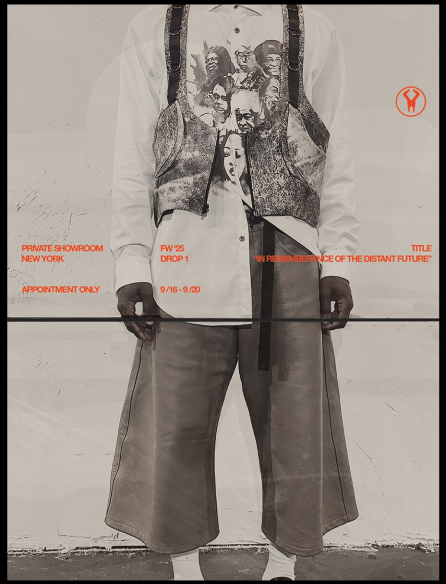
GRAPHIC ILLUSTRATIN FOR IGO + MRPH BAG COLLABORATION



BRAND IDENITITY GRAPHICS







IGO PFW 25 SHOWROOM MARKETING COLLATERAL:
DESIGNED COMPREHENSIVE SHOWROOM FLYERS AND DIGITAL ASSETS
FOR PARIS FASHION WEEK, DRIVING APPOINTMENTS AND BRAND VISIBILITY.

"PLASMA" GRAPHIC CONCEPT & PRODUCT APPLICATION: REIMAGINED CONSUMER PACKAGING VISUALS TRANSLATED INTO DYNAMIC APPAREL GRAPHICS, DEMONSTRATING CROSS-MEDIUM DESIGN CAPABILITY.

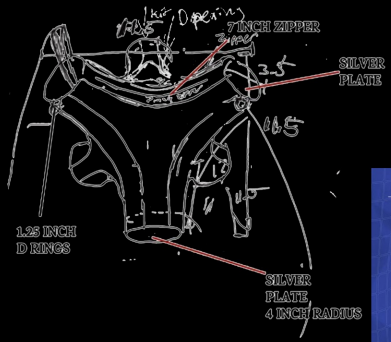
GRAPHIC DESIGN, CREATIVE CONCEPT DEVELOPMENT, PRODUCT APPLICATION STRATEGY.

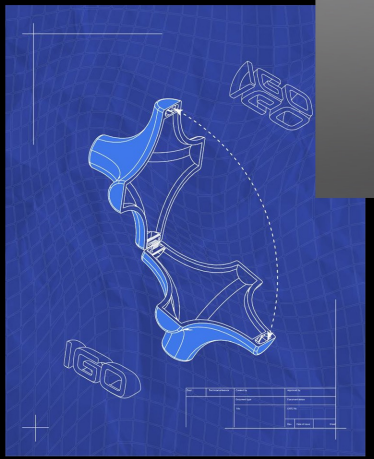
LYRICAL LEMONADE
Summer Smash 2024

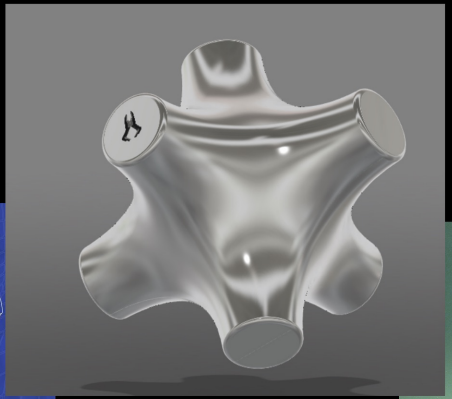
14 - 16 June 2024 3:00pm - 11:00pm

GRAPHIC DESIGN FOR LYRICAL LEMONADE X LOVERRR COLLABORATION
AS SEEN AT SUMMER SMASH '24

PRODUCT DESIGN

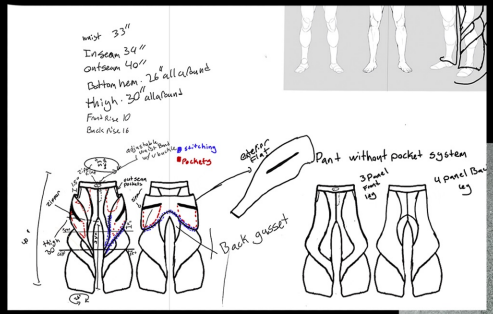






IGO X MRPH COLLABORATION: CHROME-PLATED INDUSTRIAL BAG:
FULL-CYCLE DEVELOPMENT FROM CONCEPT SKETCH AND CAD MODELING TO 3D PROTOTYPING AND FINAL CHROME-PLATED PRODUCTION, SHOWCASING COMPLEX TECHNICAL EXECUTION.

INDUSTRIAL DESIGN, 3D CAD MODELING, PROTOTYPING OVERSIGHT, MANUFACTURING LIAISON.

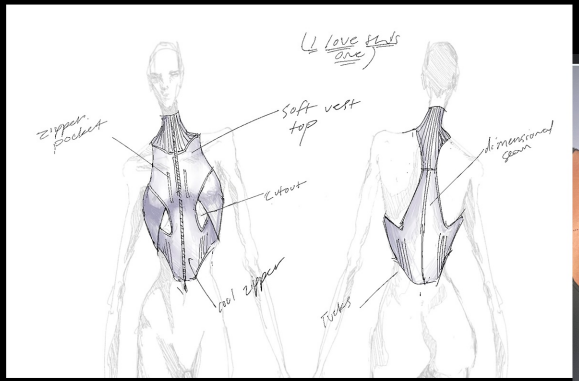


LOTUS CARGOS V.2" PRODUCT DEVELOPMENT: FROM CONCEPT SKETCH AND 3D PATTERN DEVELOPMENT (USING CLO3D) TO FINAL GARMENT PRODUCTION, DEMONSTRATING ADVANCED APPAREL CONSTRUCTION.

PRODUCT DESIGN, TECHNICAL DESIGN, 3D PATTERNING, MANUFACTURING OVERSIGHT.

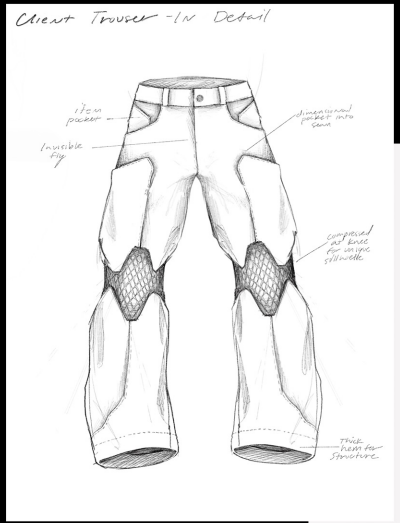
CUSTOM BOXING KIT FOR KENNETH 'BOSSMAN' SIMS:
COMMISSIONED BY AERIZ (93 BOYZ) FOR HIGH-VISIBILITY PROFESSIONAL BOXING MATCH, SHOWCASING CUSTOM APPAREL DESIGN, DEVELOPMENT, AND SPECIALIZED CONSTRUCTION.

APPAREL DESIGN, PRODUCT DEVELOPMENT, CUSTOM CONSTRUCTION.



FUTURA S/S25 COLLECTION:
AVANT-GARDE APPAREL DEVELOPMENT: CONCEPT SKETCH TO 3D PATTERN AND CONSTRUCTION FOR A CUTTING-EDGE COLLECTION, EMPHASIZING INNOVATIVE SILHOUETTES AND PRECISE TECHNICAL EXECUTION.

APPAREL DESIGN, TECHNICAL DESIGN, 3D PATTERNING, CONSTRUCTION PLANNING.



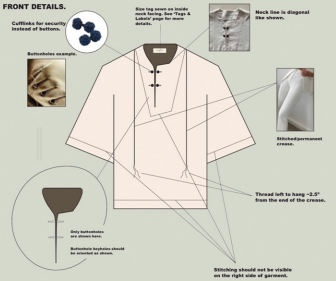
FASHION ILLUSTRATIONS & CONCEPT EXPLORATION: VISUALIZING COMPLEX GARMENT DESIGNS AND STYLISTIC CONCEPTS, BRIDGING CREATIVE VISION WITH PRACTICAL GARMENT CONSTRUCTION CONSIDERATIONS.

TECHPACKS

SHEBIKING SHIRT

Woven Linen Shirt

FRONT DETAILS.


Cufflinks for security instead of buttons.
Size tag sewn on inside neck facing. See 'Tags & Labels' page for more details.
Neck line is diagonal like shown.
Buttonholes example.
Stitched/permanent crease.
Thread left to hang ~2.5" from the end of the crease.
Only buttonholes are shown here.
Buttonhole keyholes should be oriented as shown.
Stitching should not be visible on the right side of garment.

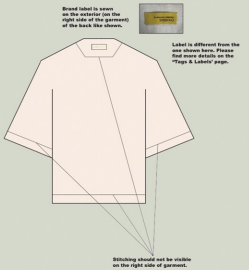
FACRIC COLOR.

OR

C:0, M:4, Y:8, K:2
#FBEDE1

C:0, M:2, Y:9, K:4
#F9F0E0

BACK DETAILS.


Brand label is sewn on the exterior (on the right side of the garment) of the back like shown.
Label is different from the one shown here. Please find more details on the 'Tags & Labels' page.
Stitching should not be visible on the right side of garment.

FACRIC COLOR.

OR

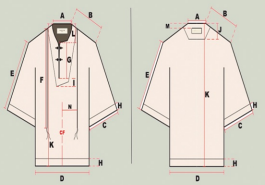
C:0, M:4, Y:8, K:2
#FBEDE1

C:0, M:2, Y:9, K:4
#F9F0E0

SHEBIKING SHIRT

Woven Linen Shirt

MEASUREMENTS.



SIZE GUIDE

Measurement	Description	Small (S)	Medium (M)	Large (L)
A	Neck width	5.25"	5.75"	6.25"
B	Shoulder Length	6.75"	7"	8"
C	1/2 Sleeve opening	9.5"	10.25"	10.5"
D	1/2 Chest	21.5"	23.5"	25.5"
E	Sleeve Length	11.5"	13"	15"
F	Crease Length	17"	18"	19"
G	Slit Depth	6"	6.5"	7"
H	Hem Length	2.5"	2.5"	2.5"
I	Slit end to Facing	2.25"	2.5"	2.75"
J	Facing Depth	2.5"	3"	3.5"
K	Length of Top	24"	26"	28"
L	Neck Depth	4.75"	5.125"	5.5"
M	Tag Depth	0.75"	1"	1.25"
N	Crease Placement	4.25"	4.5"	4.75"
O	Sleeve cap height	4.5"	5"	5"
P	Slit placement	1.125"	1.3125"	1.5"
Q	*SP to chest level	8.5"	9"	9.5"

* SP means shoulder point.

SHEBIKING SHIRT

Woven Linen Shirt

Tags & Labels

Size Tag.

SIZE TAG IS TO BE SEWN ON THE INSIDE NECK FACING OF SHIRT.

TAG IS THE SAME COLOR & FABRIC AS GARMENT.

IT IS TO BE STITCHED (CROSS STITCH) AS SHOWN AROUND THE EDGES.

IT IS TO BE STITCHED WITH SAME COLOR THREAD AS FABRIC.

Brand Label.

- 'SH' & 'BIKING.' ARE EMBROIDERED ON THE TAG IN THE SAME COLOR AS LABEL (BLACK). DIFFERENT COLOR ONLY USED HERE TO SHOW.
- LABEL IS TO BE SEWN AS SHOWN ON 'BACK DETAILS' PAGE, WITH BLACK THREAD.
- 'É' IS EMBROIDERED IN GREY/SILVER: C:0, M:0, Y:0, K:25

C:0, M:0, Y:0, K:25
#C7C8CA

GARMENT CARE TAG

- GARMENT CARE TAG SHOULD BE SEWN INTO SIDE SEAM, AND HIDDEN ON THE INSIDE OF THE GARMENT.
- TAG SHOULD READ:

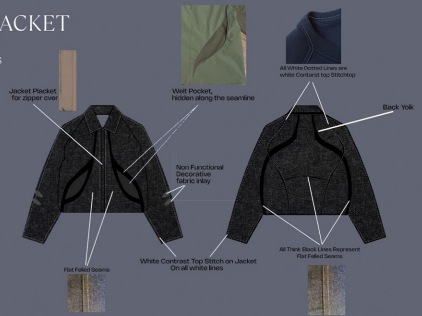
SH BIKING.
100 SHIRT STREET
NEW YORK, NEW YORK
10001
(212) 555-5555
INFO@SHBIKING.COM
WWW.SHBIKING.COM

SHEBIKING EXAMPLE TECHPACK PAGES
FULL TECHPACK UPON REQUEST

NAVASI JACKET

Morphed Denim Jacket

Garment Details


Jacket Placket for zipper over
Welt Pocket, hidden along the seamline
All White Dotted Lines are white Contarst top Stitchtop
Back Yolk
Non Functional Decorative fabric inlay
Flat Felled Seams
White Contrast Top Stitch on Jacket On all white lines
All Think Black Lines Represent Flat Felled Seams

NAVASI JACKET

Morphed Denim Jacket

- This Pocket design is a concealed overlay-integrated design that blends into the body of the jacket.
- The pocket is hidden beneath a curved overlay panel that is part of the jacket's body construction, not an added flap.
- The pocket opening lies along the inner edge of the overlay, accessed from the side, which allows for discreet hand access without breaking the jacket's visual lines
- The overlay serves both as a design element and a functional pocket flap, eliminating and reducing bulk.

NAVASI JACKET

Morphed Denim Jacket

The NAVASI Men's Denim Jacket is a cropped, boxy-fit jacket constructed from 100% cotton pre-shrunk denim, designed for a structured yet relaxed silhouette. The front features distinctive applied overlay panels with organic, curved shapes for a dimensional visual effect, while the sleeves are detailed with non-functional diagonal overlays, all enhanced by high-contrast white double-needle topstitching across major seams. The jacket includes a center front metal zipper closure, mirrored seam detailing on the back for design continuity, and functional chest pockets, emphasizing a clean and modern aesthetic.

NAVASI JACKET

Morphed Denim Jacket

Zipper Options

NAVASI EXAMPLE TECHPACK PAGES
FULL TECHPACK UPON REQUEST

SAMPLES

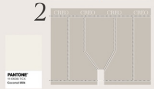
Order of priority

- *Elastic same color as fabric*
- *Stitching same color as fabric*
- *Logo color on elastic to be debossed, or one shade lighter thread color depending on costs*

1

3

2



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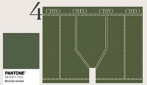


Samples created with Washable Merino Wool/ Tencel Blend

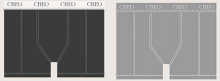
Must feel cashmere soft*

5

Contrast Brief with opposite logo to elastic color

6

Heather Grey with I shade lighter stitching and logo



Samples Created in 1x1 Ribbed TENCEL/Micro Modal

SEAMS

Boxer Briefs

- 3 lines of seams connecting waist elastic to garment (make sure logo placement above these seams)
- Use **Flatlock** seams front center of each leg
- Match color of white brief fabric and elastic color — prefer natural off white ivory tone (ready to dye)
- Tight small stitches wherever possible please
- Please test elastic sewn to garment as this threading came loose on Mexico productions so want to ensure this doesn't happen here
- Adjust seam at leg opening, similar to image on right
- Remove opening of boxer brief (doesnt need to double up this fabric)

BOXER BRIEFS

1st PRIORITY for PRODUCTION

1

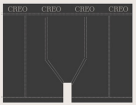
Pantone:19-3911 TCX

Sizing Breakdown

XS	*15*
S	*30*
M	*85*
L	*85*
XL	*25*
XXL	*10*

Total: 250

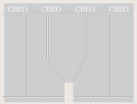
**Shave 5 off each size if we can to allow for production of undyed white on next slide*



- *Charcoal Black with matching elastic*
- *Ultra Soft Nylon Elastic*
- *Logo 2 shades lighter grey*
- *Stitching to match fabric*
- *Use overlock stitch on leg seams*
- *No opening for crotch*
- *No cover Stitch Hem*
- *Adjust leg hem to 1/4 inch*

2

Pantone: 13-4303 TCX



- *Fabric Silver Grey*
- *Ultra Soft Nylon Elastic - Silky Shine*
- *Logo debossed - Matte*
- *Stitching to match fabric*
- *Use overlock stitch on leg seams*
- *No opening for crotch*
- *No cover Stitch Hem*
- *Adjust leg hem to 1/4 inch*

Sizing Breakdown

XS	*15*
S	*15*
M	*95*
L	*90*
XL	*25*
XXL	*10*

Total: 250

**Shave 5 off each size if we can to allow for production of undyed white on next slide*

SEAMS

Core Briefs

- 3 lines of seams connecting waist elastic to garment (make sure logo placement above this point)
- Use **Flatlock** seams for major 3 seams in front of briefs
- Match color of white brief fabric and elastic color — prefer natural off white ivory tone (ready to dye)
- Tight small stitches wherever possible please
- Please test elastic sewn to garment as this threading came loose on Mexico productions so want to ensure this doesn't happen here

CREO EXAMPLE TECHPACK PAGES
FULL TECHPACK UPON REQUEST

BRAND:

PROJECT:

SUBMITTALS:

FINISHED PRODUCT:
One complete garment set (1 pair of trunks + 1 jacket) with additional t-shirts for an exclusive Boxing event in Las Vegas; applied patches and labels, folded and bagged, delivered with all packaging.

PRE-PRODUCTION SAMPLE?:
No

CARTON NET WEIGHTS AND DIMS:
N/A

TOOLINGS:
Care label sewn in - Supplied by Aeriz.

REVISIONS:
- Remove Golden Boy and WBA logos.
- Add ILLA Noize and Copjan sponsor logos.

DATE:
07.30.2024

GARMENT PRODUCTION
Custom boxing trunks, ring jacket, and team t-shirts.

IN-HAND DATE:
August 5, 2024

DATE OF FIGHT:
August 10, 2024

JACKET OVERVIEW

REFERENCE/LEAD SAMPLE:
Article No. #: RGF, BSF

DECORATION TYPE:
- Multi-layer patches on front, back, and sleeves

TRUNKS OVERVIEW

REFERENCE/LEAD SAMPLE:
Article No. #: YLF, RGF, BSF

DECORATION TYPE:
- Multi-layer patches on front, back, and waistband

TEE OVERVIEW

REFERENCE/LEAD SAMPLE:
Article No. #: SHKWR
File Name: "93_tee_MandalayBay.svg"; "93_tee_neckLabel.svg"; "93_Bossman_logo.svg"; "93_ScriptLogo.svg"; "93_KS_logo.svg"

DECORATION TYPE:
- D2G or vinyl heat transfer

93 BOYZ X BOSSMAN EXAMPLE TECHPACK PAGES
FULL TECHPACK UPON REQUEST

GUANGZHOU RESIDENCY

GUANGZHOU RESIDENCY

DURING HIS TIME IN GUANGZHOU, AZEEZ IMMERSED HIMSELF IN THE FULL PRODUCTION PIPELINE, BUILDING DIRECT RELATIONSHIPS WITH MANUFACTURERS, PATTERN MAKERS, AND SEAMSTRESSES ACROSS THE REGION. MANAGING EVERYTHING FROM FABRIC SOURCING AT THE ZHONGDA FABRIC MARKET IN TEXTILE CITY AND SAMPLE REVISIONS TO PRODUCTION SCHEDULING AND COST NEGOTIATION, GIVING HIM A HANDS-ON UNDERSTANDING OF HOW GLOBAL SUPPLY CHAINS OPERATE ON THE GROUND. THIS EXPERIENCE SHARPENED HIS ABILITY TO MOVE FROM CONCEPT TO MANUFACTURING WITH PRECISION, SPEED, AND CULTURAL FLUENCY. SKILLS HE NOW BRINGS INTO EVERY STAGE OF PRODUCT DEVELOPMENT AND BRAND EXECUTION.

ESTABLISHED RELATIONSHIPS AND FACILITATED
PRODUCTION PIPELINES WITH DENIM FACTORIES IN GUANGZHOU, CHINA

DEVELOPED A LINE OF BLANK HOODIES AND T SHIRTS
IN PARTNERSHIP WITH DIZNEW LTD. A FACTORY BASED IN DONGGUAN, CHINA

MORE INFORMATION
AVAILABLE UPON REQUEST

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@BLOODYAZEEZ
@IGO_____IGO